



Office of Tourism

**066 - Wyoming Tourism Board
2023-2024 Biennium Budget Request**

SECTION 6. DEPT. EXCEPTIONS REQUEST PRIORITIES (pg 13)

Wyoming Tourism Account

Priority	Description	Amount
1	Change from General Fund to Special Revenue Funding Source	\$ 22,433,704
	Standard	\$ 22,433,704
	Grow Visitation by Increasing Brand Exposure with More Robust	
2	Advertising and Outreach	\$ 8,826,000
3	Destination Development	\$ 5,000,000
4	Enhanced Digital Platforms	\$ 340,000
5	Reviving Domestic Travel Trade	\$ 426,810
6	Reviving International Marketing	\$ 676,850
7	Interagency Support and Collaboration	\$ 1,250,000
8	Enhancing Team Wyoming	\$ 220,000
9	Operations and Administration	\$ 62,200
	Other Funds (Revenue 1275) Tourism Operating Fund	\$ 16,801,860
	Total Budget Request	\$ 39,235,564

Wyoming Tourism Reserve and Project Account

10	Renovations and Enhancements at Welcome Centers	\$ 1,500,000
11	Workforce Development via Higher Education	\$ 250,000
12	Outdoor Recreation Office Spending Authority	\$ 2,000,000
	Other Funds (Revenue 1276) Tourism Reserve/Project Fund	\$ 3,750,000
	Total Request	\$ 42,985,564